

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

*In re* Patent Application of:

Eugene Rider, *et. al.*

Serial No.: 10/757,578

Confirmation No.: 4543

Filed: January 15, 2004

Docket No.: 08160002US (5029621-0015)

Group Art Unit: 3691

Examiner: Bijendra K. Shrestha

For: **KNOWLEDGE PORTAL FOR EVALUATING PRODUCT ATTRACTIVENESS  
AND RISK**

Mail Stop: RCE  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**REPLY UNDER 37 C.F.R. § 1.114**

Sir:

In response to the Final Office Action mailed October 5, 2009 ("Office Action"), Applicants respectfully request reconsideration of the application in view of the following Amendments and Remarks. A Request for Continued Examination is attached herewith. A petition for a three month extension of time is also attached herewith extending the period of time for reply to April 5, 2010.

If any additional extensions of time are necessary to prevent abandonment of this application, then such extensions of time are hereby petitioned for under 37 C.F.R. § 1.136(a). Any fees required for further extensions of time and any fees for the net addition of claims are hereby authorized to be charged to our Deposit Account No. 23-1951.